



# Our open community



CHILDREN OF SMURFIT KAPPA EMPLOYEES  
ENJOYING THE DAY CARE FACILITY AT PIRAPETINGA, BRAZIL

As part of our culture, we have always believed strongly in building a sustainable future in the communities and countries where we operate.

For that reason, every year thousands of Smurfit Kappa employees donate their time, effort and expertise in making a real and lasting impact within their communities.

Last year, we invested over €5million in worthy causes in education, health and wellbeing and the environment. We recognise that good social citizenship is an essential part of building and maintaining a sustainable future.

This brochure contains just some of the examples of the great work that is being done around the world every day.

A handwritten signature in black ink, appearing to read 'Tony Smurfit', with a stylized, cursive script.

**Tony Smurfit**

Group Chief Executive Officer

# Our children are our future

Family is very important to us, so we regularly hold events for employees and their families. A number of our social initiatives also aim to improve children's lives by empowering them through education and opening up new opportunities.





The Special Hands Activity Group is a community group based in Co. Meath, Ireland which organises activities for children and young adults with developmental delays and special needs. In 2016 the Smurfit Kappa Newspress plant raised €3500 for the group through a sponsored cycle, donations and a raffle. The donation will pay for a range of life skills activities including cookery classes for 55 children and young people.



CHILDCARE FACILITY, BRAZIL

The Smurfit Kappa Interwell plant in Austria invited a group of 80 children to the University of Applied Sciences, Campus Wels to see first-hand how products are designed and made. There were talks from entrepreneurs on how the plant is run and the kids got the chance to make their very own robots from corrugated paper.



ROBOT-MAKING WORKSHOP, AUSTRIA

Organising childcare can be difficult for employees in a city where it is scarce. That is why Smurfit Kappa Brazil has provided a facility adjacent to the Pirapetinga plant, where 109 children under 5 have access to day care. They are taken care of, learn and have fun, while their parents work close by.



COLOURFUL DAY WITH SMURFIT KAPPA, SLOVAKIA

The 'Colourful Day with Smurfit Kappa' initiative was organised for five kindergartens in Slovakia. Children were provided with a treasure trove of materials including paint, paper, flags and balloons which they used to decorate little houses made from corrugated cardboard.

# Promoting health and wellbeing

Every year, we dedicate a week to 'Health & Safety' awareness across the entire organisation, which involves activities and events for employees, their families and local communities.

A group of Smurfit Kappa employees from the Alcála Plant and Head Office in Spain and their families devoted a weekend to health and fitness by taking part in the Garena Springfit 2.0 Sports Event. A varied programme of events such as running, cycling and dancing was enjoyed by over 150 people. All proceeds went towards the Foundation for Biomedical Research at the Principe de Asturias Hospital in Alcalá.



GARENA SPRINGFIT EVENT, SPAIN





The Adaptive Design Association (ADA) creates special equipment from recycled corrugated material for people with disabilities. Smurfit Kappa Ecuador supports ADA to create lightweight but durable furniture designed to help fulfil their developmental, academic and vocational potential.



DRAKENBOOT RACE, THE BENELUX

Smurfit Kappa Van Dam employees in the Benelux took part in the thrilling Drakenboot (Dragonboat) race in a self-made boat. It was a great day out raising funds for several worthy causes including the support of mentally and physically disabled people and the elderly.



10K RACE, POLAND

Many of our employees like to keep healthy while raising money for charity. The Smurfit Kappa Adventure Team in Poland participated in a 10k race in Drezdenko for their latest challenge. The money raised went towards the medical treatment of a seriously ill little girl.

# Sustainability in every fibre

We work in partnership with communities to develop schemes to protect the environment and foster sustainable livelihoods.



MINI COLLEAGUE SCHEME, MEXICO

The 'Smurfit Kappa Mexico Mini Colleague' scheme teaches the importance of recycling and shows how materials can be reused. The scheme has the long-term positive effect of creating an environmentally responsible culture and supporting the aim of the United Nations Global Goals. More than 400 children have participated in the scheme this year.



'A DAY IN THE FOREST' INITIATIVE, CZECH REPUBLIC

In the Czech Republic, we are providing children with an insight into the work our foresters do. A range of activities has been designed to show that wood is a renewable material that should be handled in a responsible way. 1500 children participate in this activity annually.



50 Smurfit Kappa graduates in Germany got together to improve the facilities at the 'Inselhaus Eurasburg' home for children and young people. The group helped restore a horse-riding area and build a playground. Thanks also to a donation of €55k from the Smurfit Kappa Foundation and support from senior management, Inselhaus now has a new adventure area with treehouse, slide, swing and climbing wall.



INSELHAUS EURASBURG HOME  
IMPROVEMENT IN GERMANY



VSEVOLOZHSK/KOMMUNAR, BEFORE CLEAN-UP



VSEVOLOZHSK/KOMMUNAR, AFTER CLEAN-UP

Smurfit Kappa St. Petersburg organises territory clean-ups every year. This year, two areas near production sites in Vsevolozhsk and Kommunar were chosen. Employees and some of their relatives gave up their spare time to clear all the rubbish and debris from the areas.

# Opening the future through education

**At Smurfit Kappa, we believe that education is a right and not a privilege. We work with people in our communities to develop skills that will benefit them for life.**

Smurfit Kappa formed The Technical Agricultural and Livestock Private School in Acarigua, Venezuela which provides scholarships for students aged 11-18 from rural parts of the region, to study for a qualification in forestry and pulp production. Education, food, board and healthcare are provided free of charge at the school and there is a large emphasis on community engagement. 25 graduates of the school now work in Smurfit Kappa Venezuela.







THE TECHNICAL AGRICULTURAL AND LIVESTOCK PRIVATE SCHOOL, VENEZUELA

Smurfit Kappa got involved in a 'Book Share' scheme in the UK to help improve children's literacy skills. Books and reading lessons were provided for a group of 6-year-olds from a deprived area in Birmingham. Activities were also devised to tie in with the books that the children were reading including a visit from one of the authors.



A long-term objective of Smurfit Kappa's social programmes has been to make a real and lasting contribution to eliminating illiteracy. We work with many forestry operation workers in Colombia and people in the surrounding communities to complete their high school education. Last year, 644 people benefited from the scheme.



ADULT HIGH SCHOOL GRADUATES, COLOMBIA



SMURFIT KAPPA NORPAPPA TRAINING SCHEME GRADUATE,  
STENERSEN PHILIP SLÅTTSVEN



SMURFIT KAPPA NORPAPPA TRAINING SCHEME GRADUATE,  
HEGGE LIEN HENDRIK

Smurfit Kappa Norpapp in Norway has been working with young people who struggled at school to gain a vocational qualification. The two-year programme is run in conjunction with the government and provides an opportunity to learn a trade such as warehouse or machine operator.

# Empowering and engaging employees

Getting involved in social projects is a rewarding and enjoyable experience for many of our employees. People from our offices, plants, mills and experience centres have shown enormous generosity with their time for a variety of activities.

In Lithuania, a group of Smurfit Kappa employees have begun the lovely tradition of an annual 'Pie Day'. Employees bring in home-made pies and people come together to taste them and make a donation to charity. The latest batch of pies baked were a mix of sweet and savoury and the money raised was used to buy special toys for children with developmental delays.





MEMBERS OF THE SMURFIT KAPPA YOUNG PROFESSIONAL EXPEDITION, THE BENELUX

To commemorate the 40th birthday of the Bag-in-Box division, a varied programme of events was held including an open day at the Epernay Plant for employees and families with music, food and children's entertainment.



CELEBRATING 40 YEARS OF BAG-IN-BOX, FRANCE

The SKYPE Team (Smurfit Kappa Young Professional Expedition) in the Benelux participated in a one day event to benefit the MEK Foundation for disabled children in Oosterhout. During the day, the team cleaned, painted and mended buildings which are used for a range of educational activities for the children. It was a great team-building opportunity for the Smurfit Kappa employees.

# Other activities around the world

Below is a list of other Smurfit Kappa corporate social responsibility activities that have taken place this year.

CHILDREN	
Pilarcitos Childhood Centre support	Argentina
Make a Wish Foundation Project Chile	Chile
Community Homes providing care to children with ICBF	Colombia
El Caracoli Centre support	Colombia
Summer camp for employees' children	Dominican Republic
Children's project for Holy Week	ELCORR, The Netherlands,
Fundraising for new school to be built after earthquake	Italy
Corporate volunteering	Mexico
Sponsored materials for children's art competition	Pruszcz Gdański, Poland
Culinary competition	Pruszków, Poland
Children's Day	Venezuela
Dance day in primary school	Warsaw, Poland

DONATIONS	
Donation of 100 pairs of shoes to the Caritas Argentina foundation	Argentina
El Sol Sale Para Todos project donating school furniture, food, games & clothing for poor neighbourhoods	Bag-in-Box, Argentina
No child without a toy collection	Bag-in-Box Spain
Donation of pallet boxes to Spanish Food Bank Federation	Cordovilla Plant, Spain
Furniture to the Suerre School	Costa Rica
Donation of waste paper and cardboard to special needs school in Gorzów Wlkp	Drezdenko, Poland,
Donated packaging for 'Meet Santa' event	Drezdenko, Poland
Pomeranian Hospice Foundation collection	Pruszcz Gdański, Poland,
Donation of meals to local maternity hospital	Corrugated, Venezuela
Collaboration with Noble Box to provide Christmas presents for vulnerable families	Warsaw and Pruszcz Gdanski, Poland

## COMMUNITY EVENTS & INITIATIVES

Tardeo recycling initiative	Alicante, Spain
Bankomunales (Community Banks)	Colombia
Integral Territorial Development program (DIT) and the citizen management program	Colombia
Local Harvest Event	Drezdenko, Poland
Creation of accommodation for homeless person	Drezdenko, Poland
Elementary School Picnic Day	Drezdenko, Poland
Paving main street in the Santa María de la Esperanza community	El Salvador
Staromiejskie Days community event	Konin, Poland
Integration Day Stare Miasto Picnic	Konin, Poland
'Meet Mushrooms' Event	Pruszków, Poland
Community Picnic in Staszic	Warsaw, Poland

## HEALTH & WELLBEING

Health and Wellbeing Sport Event	Alcalá de Henares, Spain
10k Run in collaboration with The Spanish Cancer Association	Alicante, Spain
Blood Donation Day in Valencia	Bag-in-Box, Spain
5k, 10k and 16k races	Bag-in-Box Spain
A Memory Dinner in aid of Alzheimer patients and their families	Huelva Plant, Spain & Portugal
Bottle cap collection in association with AMANC cancer support for children	Mexico
Zumba classes for employees	Pruszcz Gdanski, Poland
Installation of Bike Repair Station	Pruszków and Warsaw, Poland
Outdoor gym for Las Agüitas community	Valencia Mill, Venezuela

## PAPER & RECYCLING WORKSHOPS

Children's initiative to encourage creative play with paper	Caracas Mill & Corrugated, Venezuela
University workshop on corrugated paper	Interwell, Austria
Recycle Paper... Recycle a Book	Guadalajara, Mexico
Recycling workshop	Cerro Gordo Mill, Mexico
Eco Education event for kindergarten children	Pruszcz Gdański, Poland

## EDUCATION

Cimientos initiative	Argentina
Terminá la secundaria, high school for employees	Argentina
3 ITAF Smurfit Kappa Schools	Colombia
Educational visits for university students	Cerro Gordo Mill, Mexico
School for employees	Culiacan Corrugated, México
Entrepreneurship Day collaboration with Technical School	Konin, Poland
Study materials for BA / MA students	Konin, Poland
Work experience for High School students	Konin, Poland

## FAMILY DAYS

Trip to the circus for employees and their families	Portugal
Doors Open Festival 2017	Russia, St. Petersburg
'Our History' event to celebrate 20 years of SK in St. Petersburg	Russia, St. Petersburg
Family picnics	Warsaw, Konin, Pruskow
Build a castle event in the Bialoleka District	Warsaw, Poland

